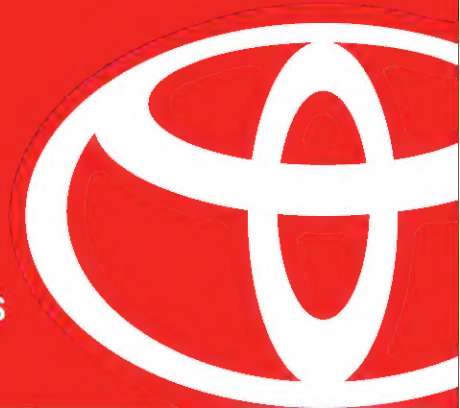
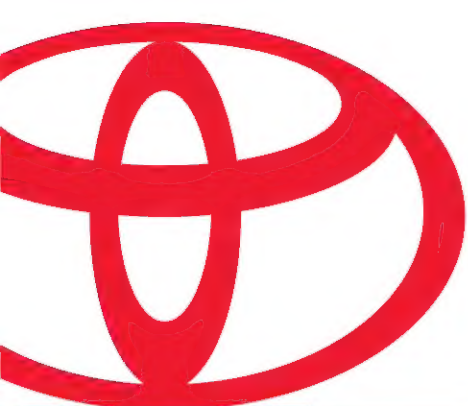


TOYOTA
the feeling never ends



*2004 Echo
Hatchback*



TOYOTA
the feeling never ends

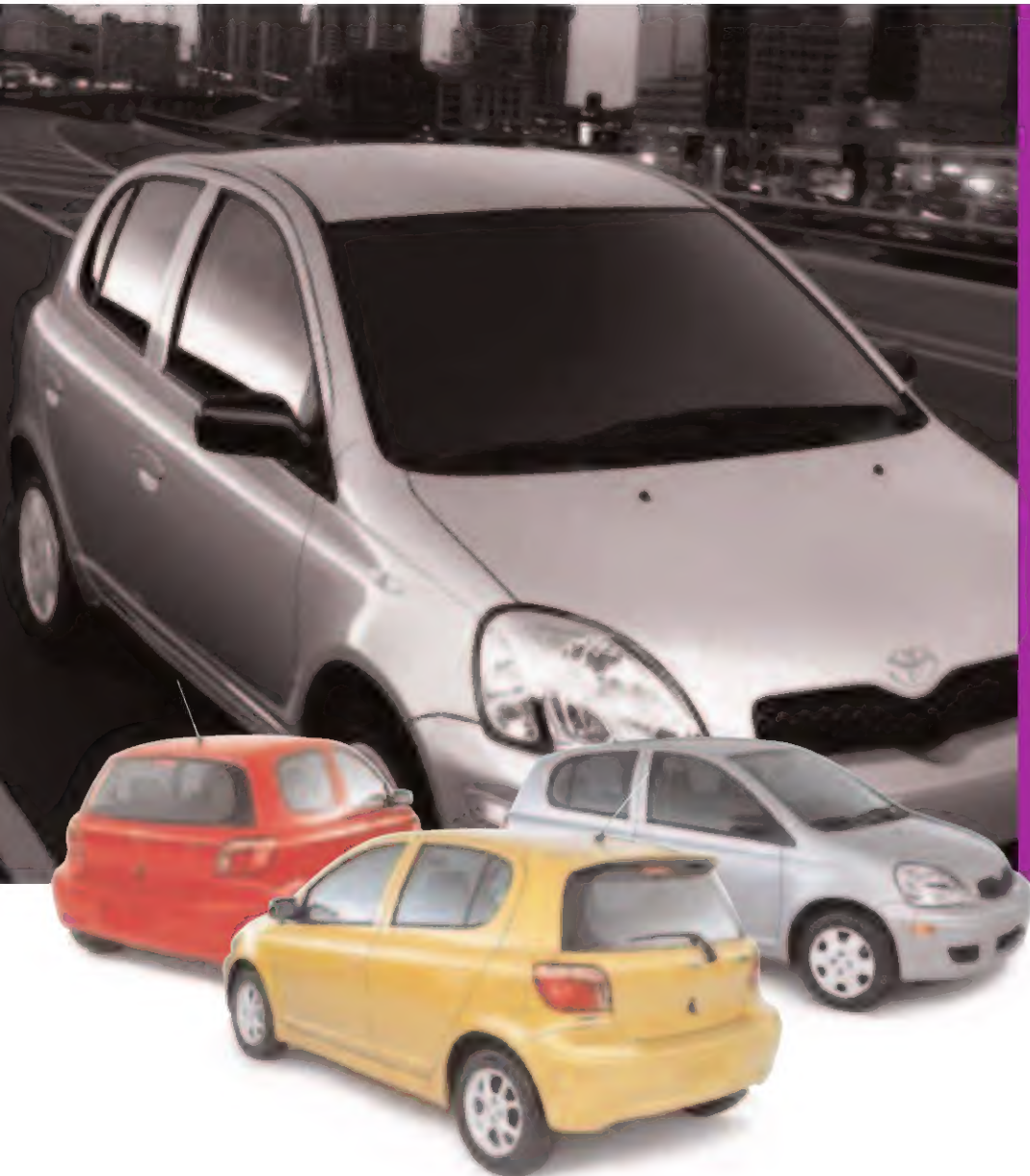
What if you could build
a feeling?
You know, like a standard
feature on a vehicle.
Power steering.
ABS brakes.
Love.
And not just build it once,
but mass produce it.
So this feeling could live
inside every car and truck
that was built.
Anyone could have it.
You could have it.

And every time you got
inside your car,
bracing your hands around
the steering wheel,
your mouth curled up.
Your eyes widened.
Your heart skipped a beat.
You felt alive.

That's the Toyota feeling.
Along with the quality,
durability and reliability
you've come to expect.
Because feeling alive isn't
just about love.
It's about having the
freedom to go anywhere
and do anything,
knowing that you're driving
a vehicle you can trust.

So step inside and find
your feeling.
We've built it into our entire
line of cars and trucks.
But be forewarned.
The feeling of driving
a Toyota stays with you
long after you step out
of the driver's seat.
The feeling never ends.

2004 Echo Hatchback



Sure, we could tell you that all of the all new Echo Hatchback models come with a very responsive 1.5 Litre, 4-cylinder, 16-valve engine with VVT-i (Variable Valve Timing with intelligence). We could also add that this LEV (Low Emission Vehicle) is incredibly economical, surprisingly spacious and outrageously manoeuvrable. But the bottom line is that the all new, aerodynamically designed Echo Hatchback is a total blast to drive – something you'll discover the instant you get behind the wheel. For starters, it doesn't feel like a compact (it only parks like one). And once you're on the road – let's just say action speaks louder than words.

From left: 3-door Echo Hatchback CE shown in Absolutely Red, 5-door Echo Hatchback RS shown in Millennium Gold and the 5-door Echo Hatchback LE shown in Silver Streak Mica.

5-door Echo
Hatchback RS
shown in Millennium
Gold.

Page 4





Open wide and say “WOW!”



Looks can be deceiving. A perfect example is the all new Echo Hatchback RS, which on first inspection appears to be a very innovatively conceived compact, with the obvious added features

of a hatchback, coloured rear spoiler and side skirts. But the thinking goes way beyond aerodynamics. A 5-speed transmission (or optional 4-speed automatic), 108 hp, 1.5 Litre VVT-i engine will quickly attest

Page 6



Above: You owe it to yourself to test drive the RS's front sport seats. And while you're at it check out the leather-wrapped tilt steering wheel and shift knob as well as the RS-exclusive interior chrome accents, power door locks and 4-forward-speakers with an AM/FM stereo cassette or choose the optional AM/FM/CD/MP3 player that sounds like you're sitting front row centre.

Left: Echo Hatchback RS shown in Millennium Gold.



to that. As will front-wheel drive, power steering and aluminum alloy wheels. And for those times when you “*just need some space*”, simply lower the rear seats, open the hatch and prepare to be impressed.

All things considered, the RS just could be the most totally well-thought-out hatchback in its category. The fact that you’re going to fall in love with it is only a bonus.



Left: Echo Hatchback's high seating position is designed for optimum visibility when you're driving and maximum convenience when you're getting in and out.

Great things come in not-so-



In addition to a complete list of standard features, the all new Echo Hatchback LE also comes with one major decision: 3-door or 5-door? Once that's out of the way, almost everything else is part of the bargain. Which means enhancements such as a 4-forward-speaker stereo system and a rear window wiper/washer are all included. The same can also be said for Echo Hatchback's spontaneous 1.5 Litre, 4-cylinder, 16-valve, fuel injection engine, as well as power steering and dual front airbags. And with comfortable seating for four and 60/40 fold-down rear seats, the LE easily adapts to just about any kind of situation your lifestyle wants to throw at it.

Page 8

Above: Once the rear seats are up in the Hatchback LE, you don't even think twice about passenger comfort – and there's ample headroom in both the front and rear seats.

Right: 3-door Echo Hatchback LE, shown in Blue Metallic.





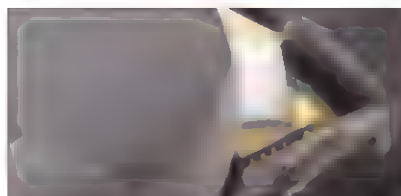
small packages.

Above: The Hatchback LE opens up all kinds of storage possibilities. Put the rear seats down and there's enough cargo capacity to handle anything from a serious, all-terrain mountain bike to the ultimate stereo system. Shown above in Silver Streak Mica.

Echo-nomics 101.

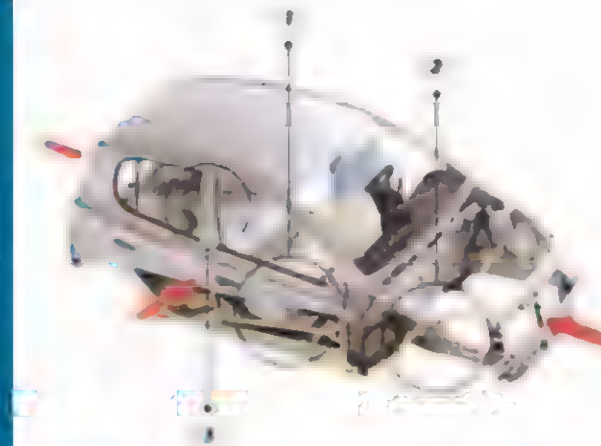


The absolutely most affordable member of the all new Echo Hatchback family – the all new CE is anything but entry-level. Not when it comes with reclining front bucket seats, a front centre console box, rear seat heater ducts and an electric rear window defroster. And with the Echo Hatchback's highly economical 1.5 Litre, 4-cylinder engine, you can look forward to spending a lot less time at the gas station. But besides unbelievable fuel efficiency, what the CE really gives you is plenty of room with the rear seats either up or down. So whether your cargo is two weeks worth of camping gear or three very grateful friends, the all new Echo Hatchback CE is at the head of its class.



It all starts with safety ...

Regardless of which Echo Hatchback you choose, you and your passengers are going to be surrounded by a comprehensive system of safety features. Some are obvious: like the high driver's seat to maximize your vision¹, 3-point front seatbelts with adjustable shoulder anchors² and child-protector rear door locks³. But many other important safety features are not even visible to the eye. Stronger steel side-impact door beams inside every door. The fact is, the Echo hatchback's impact-absorbing body structure has been designed to effectively absorb the energy of impact of a collision from any direction – front, rear or side. So whenever you're in the Echo, you'll be driving with peace of mind and confidence.



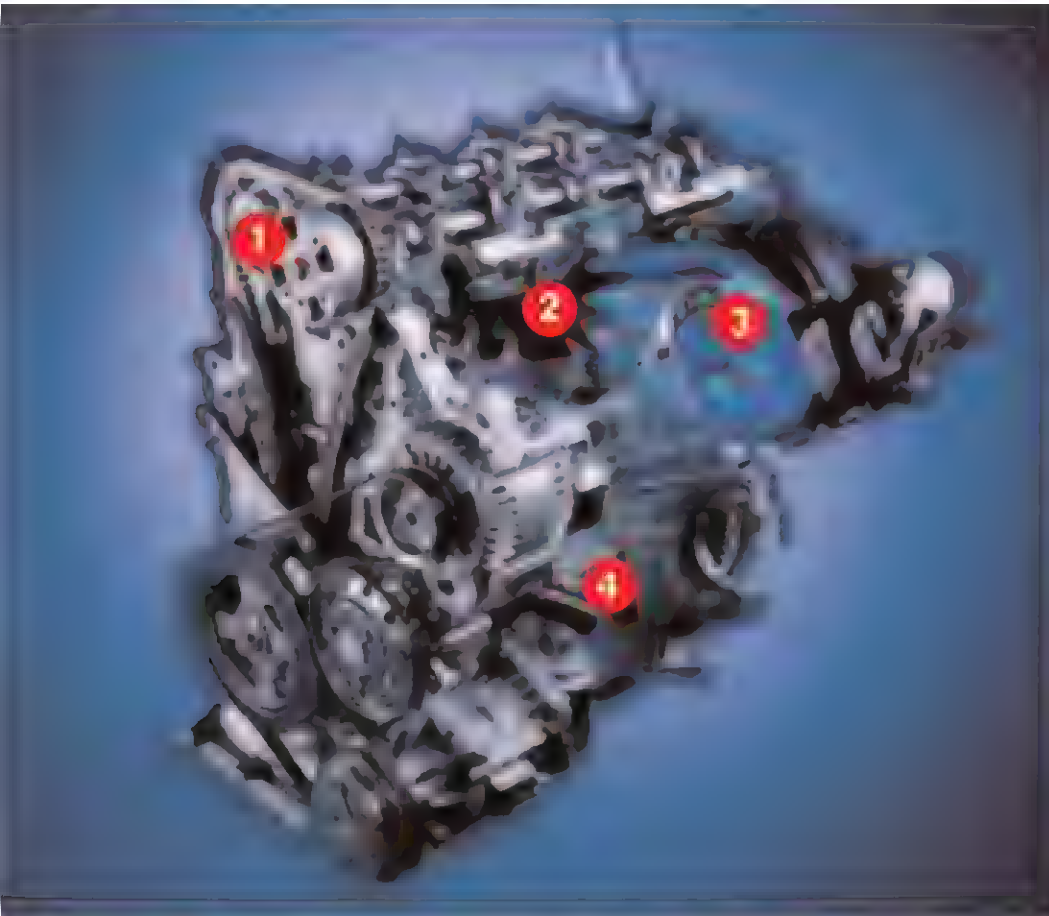
ECHO HATCHBACK SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Energy-absorbing steering column.
- 3-point front seatbelts with adjustable shoulder anchors², driver side Emergency Locking Retractor (ELR), passenger side Automatic/Emergency Locking Retractor (ALR/ELR).
- Front seatbelt pre-tensioners with force limiters⁴.
- 3-point rear seatbelts in all positions with Automatic/Emergency Locking Retractor (ALR/ELR).
- Front and rear headrests.
- Child-protector rear door locks³.
- Hood hold-down hooks.
- Front and rear energy-absorbing crumple zones.
- Energy-absorbing upper interior trim.
- Side-impact door beams.

1. In an off-set impact, specially strengthened side members help prevent a wheel from intruding into the passenger compartment.
2. Substantial frame reinforcements, a carefully designed cradle for the engine and a massive steel cross-member just behind the dashboard help withstand frontal and off-set impacts.
3. A combination of metals of different thicknesses make up the central pillars to give the structure tremendous energy-absorbing strength in the event of a side-impact. Energy-absorbing material is also included in the roof side-rails and plastic ribs in the front and centre pillars.

⁴ 5-door models only.

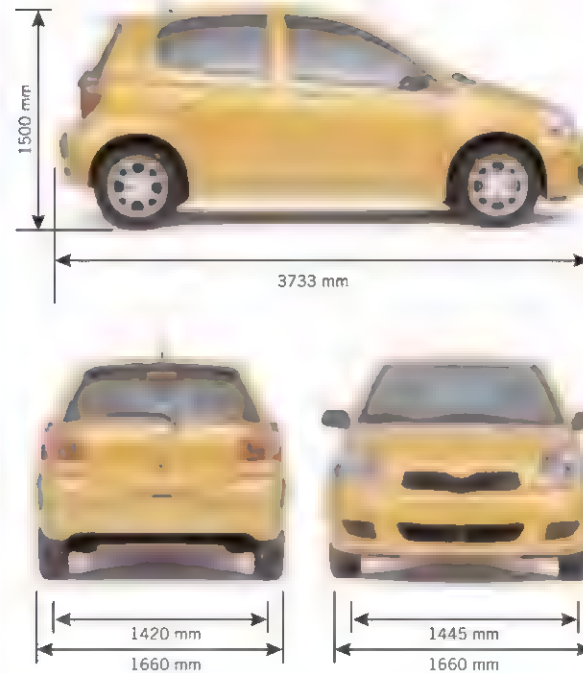
and ends with performance.



THE ECHO HATCHBACK VVT-i ENGINE:

Echo's 1.5 Litre, Low Emission Vehicle (LEV), 4-cylinder, DOHC, 16-valve engine features Variable Valve Timing with intelligence (VVT-i) – advanced technology for this class of vehicle. VVT-i provides extra power, improved fuel economy and cleaner emissions.

- 1 Timing chain – new compact design reduces weight and increases durability.
- 2 Intake manifold – tuned for improved low and mid-range torque.



Above: With the Echo Hatchback's compact overall dimensions, small wonder it's so manoeuvrable. Inside, it's a different story. With ample leg room, shoulder room and headroom for four, you'll find it's very accommodating.

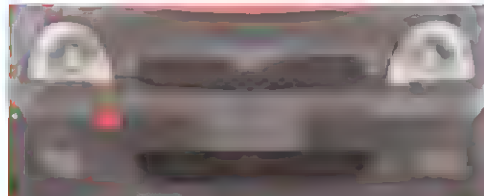
- 3 Plastic intake manifold – reduces weight and cylinder head heat transfer; its long ports improve air volume efficiency for greater low and mid-range torque.
- 4 Aluminum alloy cylinder block and head – reduces engine weight.

Dress it up. Drive it out.

Rear spoiler



Front-end mask



Side skirts and aluminum alloy wheels



Performance exhaust



Side window visors



Looks great! They just find a few accessories that make your Echo look like a real car. So, adding any of the Echo Accessories makes sense. (And it's a great way to personalize your car, make it look like a sports car and enhance the performance.) At the same time, they make it look like a real car. So, if you want to make your Echo look like a real car, go to www.echo.com or call 1-888-751-7744.

Look for the Echo Accessories to be available in the near future. The Echo Accessories are:

- 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels
- 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels
- 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels
- 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels
- 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels • 17" alloy wheels

Visit www.echo.com for more information.



Echo Hatchback all dressed up with a performance exhaust, aluminum alloy wheels, side skirts, a rear spoiler, front-end mask and side window visors.

Echo Hatchback colours:



Dark Grey Fabric on CE and LE models.
Black Fabric on RS model.

2004 Echo Hatchback

ECHO HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
INTERIOR:				
• Audio: AM/FM Stereo Cassette, 2-Speakers	□			
• Audio: AM/FM Stereo Cassette, 4-Speakers		□	□	□
• Rear Seat Heater Ducts	□	□	□	□
• Front Bucket Seats	□	□	□	
• Front Sport Seats				□
• Driver Seat Adjustments: Driver Seat Recline Adjustment, Headrest-Vertical	□	□	□	□
• Passenger Seat Adjustments: Passenger Seat Recline, Headrest-Vertical	□	□	□	□
• Rear Seat Adjustments: Fold-Down Rear Seat (60/40), Headrest-Vertical	□	□	□	□
• Full Fabric Seat Material	□	□	□	
• Sport Fabric Seat Material				□
• Passenger Side Rear Walk-In Assist	□	□		
• Dual Vanity Mirrors	□	□	□	□
• Semi-Fabric Door Trim	□	□	□	□
• Driver Footrest	□	□	□	□
• 3-Spoke Tilt Steering Wheel	□	□	□	□
• Leather-Wrapped Steering Wheel & Shift Knob				□
• Cargo Area Carpet, Interior Trunk/Cargo Access	□	□	□	□
• Power Door Locks			□	□
• Front Centre Console Box, Upper & Lower Glove Box, Driver & Front Passenger Seatback Pockets, Passenger Seat Slide Out Storage Tray	□	□	□	□
• Carpeting, Front Carpet Floor Mats	□	□		
• Carpeting, Carpet Floor Mats			□	□
CONVENIENCE:				
• Digital Clock in Radio	□	□	□	□
• Front & Rear Cup Holders	□	□	□	□
• Door Map Pockets	□	□	□	□

□ - Standard

ECHO HATCHBACK	3-DR CE	3-DR LE	5-DR LE	5-DR RS
SAFETY:				
• Driver Airbag Supplemental Restraint System (SRS)*	□	□	□	□
• Front Passenger Airbag	□	□	□	□
• Front Seatbelt Pre-Tensioners & Force Limiters	□	□	□	□
• Outboard 3-Point Lap & Shoulder Belts	□	□	□	□
• Adjustable "B" Pillar Shoulder Belt Anchors			□	□
• Anchor Points for Child Restraint Seats	□	□	□	□
• Child Protector Rear Door Locks			□	□
• Assist Grips	□	□	□	□
• Remote Fuel Lid Release	□	□	□	□
• Warnings: Low Engine Oil Level, Low Fuel, Low Coolant Level, Low Washer Fluid, Door Ajar	□	□	□	□
EXTERIOR:				
• Full Wheel Covers	□	□	□	
• Aluminum Alloy Wheels				□
• Electric Rear Window Defroster	□	□	□	□
• Tinted Glass	□	□	□	□
• Coloured Bumpers & Door Handles	□	□	□	□
• Coloured Rear Spoiler			□	□
• Coloured Side Skirts				□
• Dual Exterior Manual Remote-Control Mirrors	□	□	□	□
• Intermittent Wipers, Mist Feature	□			
• Intermittent Wipers, Mist Feature, Rear Window Wiper/Washer		□	□	□
• Reflector Style, Halogen Headlamps	□	□	□	□
• RS Grille Badge, Scuff Plates			□	□

* Airbag Notice: The 2004 Echo Hatchback features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full-frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate; in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. Seatbelts must be worn at all times by all occupants.

ECHO HATCHBACK

ACCESSORIES:

- 10" Subwoofer
- 14" & 15" Aluminum Alloy Wheels
- Air Conditioning
- All-Season Floor Mats
- AM/FM/Cassette/CD
- AM/FM/CD
- AM/FM/CD/MP3
- "B" Pillar Accent
- Block Heater
- Cargo Liner
- Cargo Net
- Chrome Shift Knob
- Cruise Control
- Dash Accent Kit - Aluminum
- Fog Lamps
- Front-End Mask
- Hood Deflector
- Licence Plate Cover
- Mini Receiver Hitch, Mini Receiver Hitch Bike/Ski Adapter
- Performance Exhaust, Exhaust Tip
- Rear Bumper Protector
- Rear Spoiler
- Roof Rack, Roof Rack Bike/Ski Adapter
- Seat Covers
- Security System/Keyless Entry[†]
- Side Skirt
- Side Window Visors
- Splash Guards
- Sport Pedals

Accessories: See your Toyota Dealer for availability.

[†] Vehicle must be equipped with power door locks.

Features and Specifications[□]

ECHO HATCHBACK			3-DR CE	3-DR LE	5-DR LE	5-DR RS
MECHANICAL						
Engine	1NZ-FE	• 1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Aluminum Alloy Block, Low Emissions Vehicle (LEV) ^{††}	□	□	□	□
Compression Ratio		• 10.5:1	□	□	□	□
Horsepower (kW)		• 108 (80) @ 6000 rpm	□	□	□	□
Torque (N.m.)		• 105 (143) @ 4200 rpm	□	□	□	□
Suspension		• Front: Macpherson Gas Struts, Coil Springs, Stabilizer Bar • Rear: Torsion Beam Type, Coil Springs	□	□	□	□
Drivetrain		• Front Wheel Drive	□	□	□	□
Transmission		• 5-Speed Manual • 4-Speed Automatic, Overdrive, ECT	□	□	□	□
Brakes		• Power-Assisted, ABS (Antilock Braking System), Front Discs, Rear Drums	□	□	□	□
Steering		• Manual Steering, Rack & Pinion • Power Steering, Rack & Pinion	□	□	□	□
Tires		• P175/65R14, All-Season, Compact Spare Tire	□	□	□	□
DIMENSIONS mm (in.)						
Length		3733 (147.0)	□	□	□	□
Width		1660 (65.4)	□	□	□	□
Height (Unloaded)		1500 (59.1)	□	□	□	□
Wheelbase		2370 (93.3)	□	□	□	□
Tread		Front: 1445 (56.9) Rear: 1420 (55.9)	□	□	□	□
Seating Capacity		4	□	□	□	□
Headroom		Front: 912 (35.9) Rear: 859 (33.8)	□	□	□	□
Legroom		Front: 790 (31.1) Rear: 622 (24.5)	□	□	□	□
Shoulder Room		Front: 1328 (52.3) Rear: 1265 (49.8) Front: 1315 (51.8) Rear: 1290 (50.8)	□	□	□	□

□ - Standard ■ - Option

^{††}Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Low Emission Vehicle (LEV) standards.

^{**}These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary.

Refer to the Government of Canada publication — *EnerGuide Fuel Consumption Guide*.

ECHO HATCHBACK			3-DR CE	3-DR LE	5-DR LE	5-DR RS
GROSS VEHICLE WEIGHT kg (lb)						
Manual	1250 (2755)		□	□		
Automatic	1272 (2805)		□	□		
Manual	1256 (2770)				□	□
Automatic	1266 (2790)				□	□
CURB WEIGHT kg (lb)						
Manual	944 (2080)		□	□		
Automatic	966 (2130)		□	□		
Manual	948 (2090)				□	□
Automatic	971 (2140)				□	□
CARGO CAPACITY m ³ (cu.ft.)						
Behind Rear Seats	.0205 (7.24)		□	□	□	□
FUEL CAPACITY litres (gal.)						
	45 (10.0)		□	□	□	□
FUEL CONSUMPTION RATING ^{**} L/100km mpg						
City/Highway						
Manual	6.7/5.2	42/54	□	□		
Automatic	7.1/5.5	40/51	□	□		
Manual	6.7/5.2	42/54			□	□
Automatic	7.1/5.5	40/51			□	□

[□] Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation.

The Toyota website www.toyota.ca — or your Toyota Dealer is your best source for up-to-date information.

Vehicle coverage.

NEW VEHICLE WARRANTY SUMMARY

No Deductibles — No Transfer Fees

Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

Major Emission Control Components - 8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

Corrosion Perforation - 5 years unlimited distance

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.

It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



TOYOTA EXPERIENCE

The part you can't replace

Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving.

"That new Toyota feeling - we help you keep it."



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.

CAA® Pyramid Award

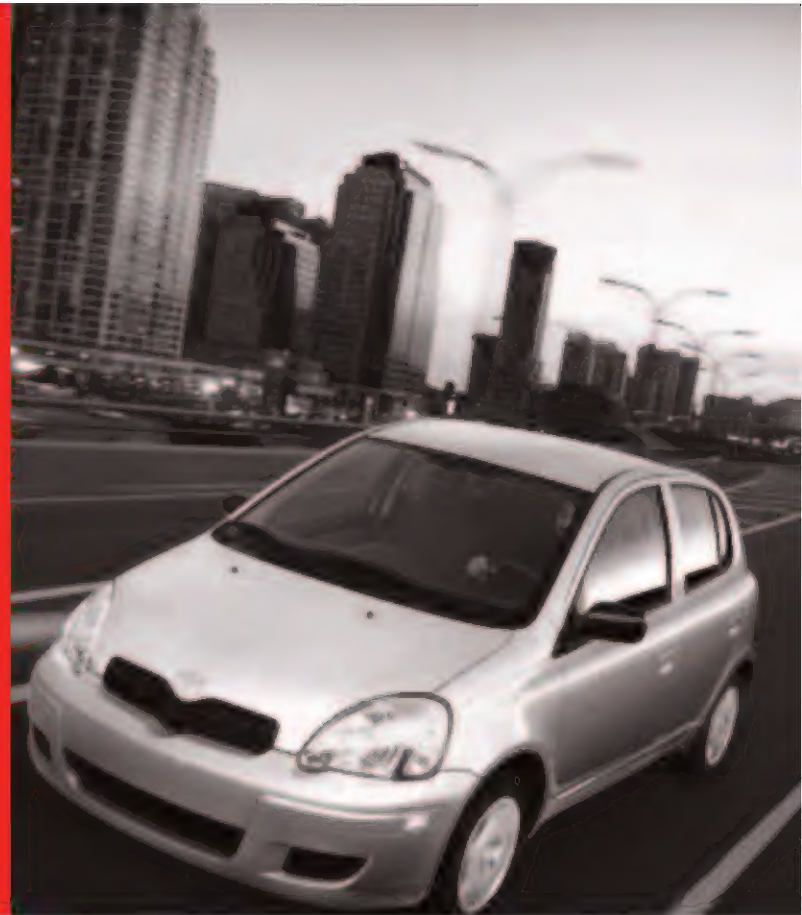
Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.



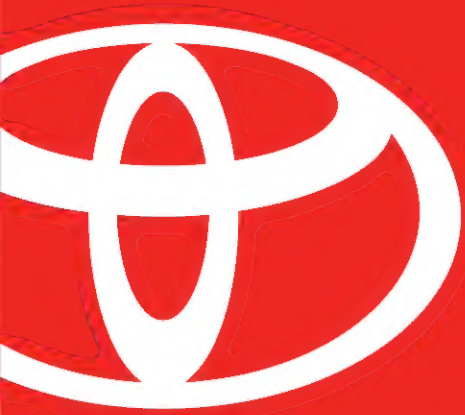
Our country. Our world.

Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)^{†††} designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



^{†††}Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.



Echo Hatchback. What goes in the hatch is up to you.

By now you've found your feeling.

So what now?

It's simple.

Just give us a call or go to our website.

There you can request more information
for the model you're interested in and find
the location of the Toyota Dealership
nearest you.

We put a lot of pride and hard work
into making these vehicles great.
The only thing missing is you.

1-888-TOYOTA-8 ♦ www.toyota.ca



Toyota recognizes its duty to safeguard the environment. To support this concern, our brochure is printed on recycled paper with vegetable-based inks to be fully recyclable.

PRINTED IN CANADA C0002-0574E-50 30M